



Harmonic Improves OTT Delivery With Expanded Media Orchestration Workflow Capabilities

September 14, 2017

SAN JOSE, Calif., Sept. 14, 2017 /PRNewswire/ -- At IBC2017, Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery technology and services, today announced expanded media processing and delivery workflow capabilities for its VOSTM media processing platform to simplify OTT delivery. New workflow orchestration and delivery functionalities, including streamlined content capture, UHD support, personalized ad insertion, and multi-cloud support, are available for VOS Cloud media processing software and [VOS 360](#) managed services. Harmonic has also launched a new stand-alone media origin workflow offering from the VOS platform. Together, these enhancements advance the distribution of OTT content, enabling video content and service providers to deliver crystal-clear video quality on every screen.



"The global OTT video market is experiencing explosive growth, according to Digital TV Research, with revenues expected to reach \$64.8 billion by 2021. The latest enhancements to Harmonic's VOS cloud-native solutions allow video content and service providers to capitalize on those revenue opportunities," said Bart Spriester, senior vice president, video products at Harmonic. "At IBC2017, we are excited to demonstrate a range of improvements to our OTT solutions portfolio. By enhancing the capabilities of OTT workflows, from acquisition to delivery, Harmonic is enabling better video experiences for consumers and accelerating the time to market for new must-have services."

The VOS media processing platform offers best-in-class video compression and optimization for OTT, enhanced time-shifted TV capabilities and new streamlined content capture, including support for MXF and MPEG-2 transport stream files, with asset acquisition from local and cloud storage. The solutions also provide a leap forward in QoE for OTT services through newly added UHD encoding and streaming support.

Harmonic's VOS media processing platform enables dynamic ad insertion for live and VOD OTT streams to increase OTT monetization. Through this capability, ads can be made more relevant to the viewer through hyper-targeting, resulting in increased revenues for OTT operators.

To provide true infrastructure independence, maximum reliability and cost-effectiveness, the VOS offerings allow video content and service providers to deliver OTT services from multiple public cloud platforms, such as AWS and Google Cloud, simultaneously.

As video content and service providers look to speed up time to market for OTT offerings, origin solutions are key to the workflow. The new stand-alone version of the media origin workflow in VOS software enables pay-TV operators to seamlessly upgrade their infrastructure to publish and originate live, time-shift TV and VOD OTT streams to an onsite CDN, directly to cache servers, or to third-party CDN services. This solution supports fMP4 version HLS through the use of CMAF media fragments, enabling operators to simplify the delivery of OTT services as well as target new UHD OTT devices.

Harmonic will demonstrate the latest enhancements to its OTT solutions portfolio at stand 1.B20 at IBC2017 in Amsterdam, Sept. 15-19. Further information about Harmonic and the company's products is available at www.harmonicinc.com.

About Harmonic

Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery technology and services, enables media companies and service providers to deliver ultra-high-quality broadcast and OTT video services to consumers globally. The company has also revolutionized cable access networking via the industry's first virtualized CCAP solution, enabling cable operators to more flexibly deploy gigabit internet service to consumers' homes and mobile devices. Whether simplifying OTT video delivery via innovative cloud and software-as-a-service (SaaS) technologies, or powering the delivery of gigabit internet cable services, Harmonic is changing the way media companies and service providers monetize live and VOD content on every screen. More information is available at www.harmonicinc.com.

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including statements related to the anticipated capabilities and benefits of Harmonic's VOS products. Our expectations and beliefs regarding these matters may not materialize and are subject to risks and uncertainties, including the possibility that such products will not meet some or all anticipated capabilities or provide some or all anticipated benefits, such as our customers successfully using VOS solutions to capitalize on revenue opportunities.

The forward-looking statements contained in this press release are also subject to other risks and uncertainties, such as those more fully described in Harmonic's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended Dec. 31, 2016, its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K. The forward-looking statements in this press release are based on information

available to Harmonic as of the date hereof, and Harmonic disclaims any obligation to update any forward-looking statements.

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